

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CONTEMPORARY ART

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I would like to consider the influence of artificial intelligence on contemporary art. There is not much information on this topic on the Internet, so my article will consist of actual facts and my own opinion.

First, you need to start with what artificial intelligence is. In simple terms, artificial intelligence is a science that studies the limits of a computer's ability to learn, as well as its ability to perform actions typical of a person. Back in the middle of the last century, artificial intelligence became an object of study, although it has already received its active development in our time. Activity in the study of AI increased in 2012, when scientists obtained the best results in research in this area. Already in 2022, artificial intelligence has penetrated into the daily lives of ordinary people. Although many people think that artificial intelligence is at the peak of its development and popularity, in fact this area is just developing and its dawn awaits us later [1].

Since artificial intelligence in art is based on the creation of new images, it is worth considering various methods and algorithms for generating images:

1. Neural style transfer (NST) is a method in which it is possible to create a picture that imitates another image in the style of execution.
2. Generative adversarial neural (GAN) networks are an algorithm responsible for creating new images using the style of other paintings. This algorithm consists of two models: the generator and the discriminator. The generator produces content, and the discriminator evaluates it. Also, generative adversarial neural networks can turn a sketch of a person into a finished painting.
3. Text-based image generators are a technique in which an image is generated from human-written text. This method is currently the most

popular as it is accessible and convenient for creating your own image. The result of the generated image depends on the number of words [2].

So, you can understand that artificial intelligence directly learns from real artists. This is a problem because authors lose their own individuality. The problem for freelance artists is the low cost of some AI. Customers switched to low-cost artificial intelligence, saving on the cost of hiring real artists. As was said earlier, the “boom” for cheap neural networks came back in 2022. This is challenging not only for artists, but also for consumers themselves. Often used as a brand, the images generated by AI are bright and high-quality, but completely tasteless and boring. The modern world is already oversaturated with cheap images.

Above we looked at the disadvantages of artificial intelligence from the point of view of the artist and the consumer. Now I want to look at the advantages of AI. I think the main advantage of AI art: the freshness of the idea. Despite the fact that artificial intelligence learns from other artists and does not have its own special idea, it can produce previously unknown concepts. At its essence, AI is a generator of fresh ideas. In simple terms, artificial intelligence can be an inspiration. Another advantage of artificial intelligence is the speed of image creation. It is undeniable that no artist can create a new painting so quickly.

I would like to conclude this article with an answer to the question: “Can artificial intelligence replace real artists?” The absolute answer is no. Artists have faced such problems before. A striking example is the emergence of cameras. Artists of that time also feared their replacement due to the proliferation of cameras, but as we see now, people have been using photos in their everyday lives for a long time and this does not affect artists in any way. The time will come when AI will become as common as a camera. And most importantly, nothing can replace the soul of a true creator.

References

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